

Parks and Culture

Senior Management Team - Update

Presented by:
Richard Ubbens, Director
Parks and Culture Division

September 24, 2020

Parks and Culture – Priorities

- Support the asset management review & develop prioritized projects within Conservation Parks – developing a planned SOGR & funding plan together with PMO, Property and Finance as part of Asset Management Plan review and implementation.
- Work with partners to maintain working relationships and develop updated plans for 2021 operations that reflect learnings from our COVID-19 experience
- Develop maintenance service standards that clearly define service levels and priorities
- Work with Education & Training, R&I and Property divisions on resource realignment



Parks and Culture – Challenges

COVID-19

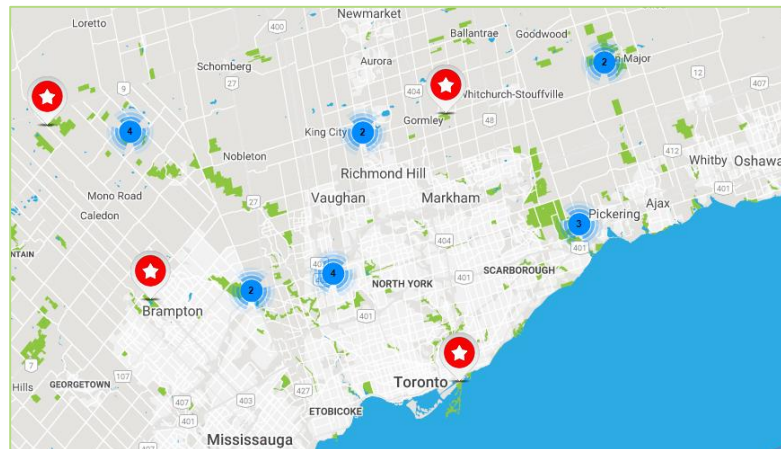
- Developed new procedures and protocols for each area of business e.g. golf, camping, picnics, education, partner operations (PnP, Treetop, YMCA etc.)
- Maintained assets for public safety and enjoyment despite more than 50% overall reduction in staffing
- Closed amenities meant loss in achievable revenues necessary to maintain and deliver services. e.g. maple syrup festival, pools and partner services.
- High public demand for outdoor activity and park use put pressure on the parks and trails. Public expectation for clean, green, safe park space amenities remained as high or higher than usual, especially Golf.
- Managed sites to maintain market exposure e.g. modified programs at Black Creek.
- Successful season overall, attracting new visitors and receiving many compliments directed towards staff and TRCA's incredible resources.



Parks and Culture – Required Cooperation

Unified Payment Processing & CRM Database

- Conversion from various IT software systems to a unified system designed to provide faster, more efficient access to parks and amenities, on-line registration and business intelligence data useful for managing park experience & communication with park visitors, members and volunteers
- Internally: ITRM, Education and Training, GIS, Marketing and Corporate Services
- Externally: Credit Valley Conservation and Conservation Halton



Parks and Culture – Required Cooperation

- Support from Marketing and Communications – increased support in ever changing environment of COVID-19.
- Another year of Gypsy moth control and related education of both staff and park patrons.
- Restoration work in areas devastated by EAB – incoming invasive species.
- Master plan development for Glen Haffy and Boyd.
- Support and collaboration with R&I on various sites requiring expertise and equipment.
- Advancing projects together with municipalities and other partners – Arsenal lands, sharing yard space with Caledon at Albion, Bruce's Mill with Whitchurch-Stouffville.



Parks and Culture – Heads Up

Commercial Filming on the rise

- Increased film production is expected as studios have reopened and are making up for lost time (e.g. The Man From Toronto). Production schedules are rebounding after COVID-19 setbacks and film industry is growing in our area.
- Film industry is becoming more aware of and appreciates TRCA amenities and resources.



Thank you!

www.trca.ca